

naturally grants titles are as yet of secondary importance in this country. The inference is, that in the judgment of those who recommend to His Majesty candidates for titles, we have not yet produced art workers worth comparing to the Canadians who manage banks, promote corporations, build railways and operate governments.

Of course no man ever gets a title just because he has a million or so. Otherwise more than half our millionaires would not be lacking titles. We have no colossally rich men with inherited fortunes such as may be found in any of the older countries or even in the United States. At the same time our knighthood list represents a higher average of wealth than you can find in any community. And in a new country we are very likely to pay as much homage to a wealthy man without a title as to a poor knight baronet. At a state function we look round for the men with the money-bags. In the actual democracy of business we are more likely to sit humbly at the door of the directors' meeting than at any other door except that of the Cabinet of Canada. And when the King has temporarily ceased giving titles and the Cabinet making senators, we still go on making an aristocracy of our own represented largely by men who do things and

therefore more or less make money.

Among the new knights headed by Premier Borden there is but one millionaire, Sir James Aikins. The Premier himself is a poor man. Canadian Premiers always are. He won his G. C. M. G. as a statesman, as Sir Wilfrid Laurier did in 1897. Any man who could come through the Naval Aid deadlock and remain Premier deserves a title on general principles as a real fighting character. Every Canadian Premier since Confederation has been knighted except Alexander Mackenzie. Only four have been dignified with a G. C. M. G.—Rt. Hon. Sir John Macdonald, who also became a baron; Rt. Hon. Sir Charles Tupper, Rt. Hon. Sir Wilfrid Laurier, and Rt. Hon. Sir Robert Borden, who as member of the Privy Council had already been distinguished by more than a mere knighthood, and now as Knight Grand Cross of "The Most Distinguished Order of St. Michael and St. George," is at the very top of our title list, along with Sir Wilfrid Laurier.

Sir George Foster is not wealthy. But as the lifelong "bete noir" of Sir Richard Cartwright and the greatest fighting debater in the House, he is the worthy recipient of a knighthood coupled with a K. C. M. G. Sir Adam Beck, Knight Bachelor, has

money, though his claim to public consideration is based largely upon water of the Hydro variety. He is the only M. L. A. in Canada that ever got a knighthood without being Premier. Sir James Aikins is the only other private M. P. besides Sir Rodolphe Forget that possesses a title. He inherited politics from his father, was born in Peel Co., Ont., got a university degree and went in for law, both in Ontario and Manitoba, where he added unto law, business, and became wealthy; at the same time cutting a wide swath in the law affairs both of the Province and the C. P. R. Sir Charles de Boucherville, of Boucherville, P.Q., is a distinguished lawyer in Montreal. Sir Thomas Roddick, M.D., has for many years been a highly distinguished medical man, both in practical work and as head of the medical faculty of McGill. He was born in Newfoundland, and was Conservative member for Montreal West 1896-1904. Sir William Sullivan, the other Prince Edward Islander knight besides Sir Louis Davies, is the Chief Justice of that Province and local Judge in Admiralty. Mr. W. K. McNaught, C.M.G., and ex-member of the Ontario Legislature, has always been a good public servant and has done a good deal for Ontario power, the Legislature and the Canadian National Exhibition.

Vogue of the Motor Truck

How the Horseless Lorry is Revolutionizing City Traffic

By BRITTON B. COOKE

A MONTREAL jobber worked himself and his staff near to death one week in order to deliver a large rush order of goods to an important customer. The order had been secured almost at the last moment and was required urgently. Practically the entire staff worked at it feverishly, getting the goods out, measuring them, wrapping them, invoicing and checking them, packing them—and then a team of Clydesdales and an unhurried lorryman drove away with the load, with the same slow, deadly tread with which they had arrived at the shipping-room door.

The tired merchant, standing in the doorway, watched the goods out of sight.

"To think!" he exclaimed, "that this whole place can work itself at double speed to hurry out an order like that, only to turn it over to a lorry that scarcely makes more than six miles an hour, and wouldn't vary the pace for all the loot in St. James' Street, or if it lost me my business. I'll discharge that lorryman!"

But he did not do that. He observed that all lorries moved at about the same pace; that all drivers and all horses are much the same; and two years later he bought a two-ton motor truck. His business now is growing. The motor truck carries goods to their destination much more quickly than the horse lorries. It carries more goods and it saves time, worry and expense.

This is not to say that this particular merchant is completely satisfied with the motor truck. He finds cause for complaint just as much with the truck as he did with the horse and waggon. He has other and newer criticisms to make. He is one of the many merchants who look at the trucks as they hurry down the street with gigantic loads, and wonder why it is that the motor truck is not as completely satisfactory in their business as in some other lines of trade, and why the horse and waggon can still hold its own in a few respects, where by all the ordinary laws of progress they should both have been retired long ago.

Between six and eight hundred real motor trucks are in use in Canada, including the fire department trucks. These figures refer only to the machines of two-tons' capacity or over. In addition to them there are, of course, hundreds of lighter vehicles which are really nothing more than ordinary automobiles geared for pulling power instead of for speed, and furnished with a suitable body for carrying merchandise. It is to be observed, therefore, that the motor truck has made great headway in Canada and is taken seriously by a great many people who have goods to handle. The horse has not disappeared from the streets even of the larger Canadian cities. In Montreal, in Toronto, in Winnipeg and Vancouver, there still remain the butcher boy's gallant steed, the departmental store waggon, and the drays drawn by heavy draught horses. Try as the truck salesman may to dislodge the horse, he appears to remain in certain fields triumphant over gasoline, and for the time being the makers of motor trucks admit the superiority of the horse in those fields. But the retention of the horse is only temporary—a stay of execution. The first men to recommend against the unwise adoption of the machines in certain circumstances are the men who sell them.

The man who would employ a gasoline truck must make a very careful study of his business: the territory over which his customers are distributed; the nature of the goods he sells to them; the quantities in which he sells them; the length of time it takes to handle them, on and off the rig; and the roads over which his delivery men must travel. He must take into consideration the weather in his territory and the way the snow problem is handled in winter, if it be a city subject to heavy snowfall. He must consider speed laws and repair facilities. In short, while a man may choose an automobile for his own

personal use with more or less ease of mind as to the use he is going to get from the machine, and its good qualities, a motor truck is different. It may be the making of his business, or it may eat a hole in his profit and loss account.

One consideration alone may over-ride all other considerations, and that is the advertising value of the motor truck. The prestige which its employment may bring to a young firm, the advantage it may give such a firm in competing with older firms for new trade, by giving better deliveries is very important. A motor truck, or light delivery motor may be worth to certain firms a considerable outlay just on account of the psychological effect upon customers or possible customers. The John Jones's and the Tom Smith's who form the bulk of population in a large town or city are not wholly blind to the elegance of a high-powered machine. Mrs. John Jones and Mrs. Tom Smith and their daughters are not above liking to have the neighbours see that "they" (Mrs. Smith and Mrs. Jones) can afford to deal with a firm which delivers by motor instead of by horse and rig. The cash value of such advertising to the merchant must be placed against the cost of the machine and any other disadvantages which may apply against its use in that particular line of business.

AND of course where speed is requisite there is no need for argument. Practically all of the larger centres in the west have dispensed with the horse-drawn fire-fighting apparatus. High-powered gasoline engines, with a capacity for anything up to fifty or sixty miles, now reduce the length of time required to reach an incipient conflagration by many important minutes. Vancouver, Victoria, Calgary, Edmonton, Winnipeg, Regina, Toronto, Montreal—and recently Berlin, Ontario, have adopted motor fire trucks.

In the city of Toronto is a partnership which has built up a remarkable line of bank credit—to say nothing of a large cash business—by the use of a light run-about with a delivery body. The firm consists of two young men, brothers. Neither of them, before they went into this business, knew anything of floriculture beyond the cost of sending violets to a lady, or lilies of the valley to a funeral, but they knew something of automobiles and they

were cranks on the subject of delivery.

"We might just as well have started in the bread business or the jewelry business, so far as our previous experience was concerned," said the elder of the brothers, "but we chose one in which delivery could be made an important point, and at the same time a business which we could learn to handle fairly easily. We couldn't be butchers or grocers, but the flower trade was fairly within our ken."

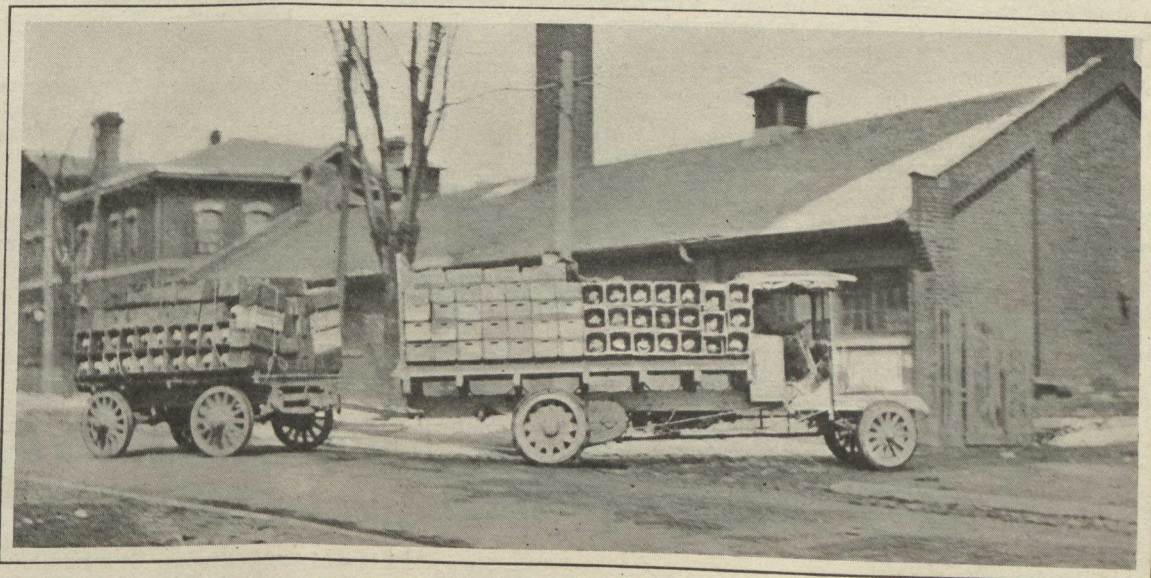
These men had no particular advantage in buying. They could not undersell the older florists and their over-head was comparatively high, owing to the fact that they had chosen an expensive location. But by a combination of good location, salesmanship and fast delivery they built up a remarkable business.

"We figured," said the elder brother, "that there are a great many people who are apt to want flowers in a hurry; an unexpected guest, or an invitation coming at a last moment. Even at weddings, men will think of everything else before they remember the flowers—it is always the ring that worries them. Flowers are a little off the path of the ordinary man, and he is likely to reach home just in time to remember the flowers he forgot to order. That is the man we went after—and his wife. We advertised the quickest delivery in the city—no notice required—and my brother drove the car."

The shop was a dignified one. It knew the advantage of appearing to be aloof from the cut-rate drug store florist. It knew the psychology of a name and a good price. But its first real customers it secured by its famous quick delivery. That was the means it took for building up trade.

On the other hand, a certain bread-making firm in Hamilton conceived the idea of putting a motor on its most fashionable route. It, too, used a light run-about chassis with a bread-waggon body. The body was a dream of elegance; a sort of French grey enamel with gilt lettering in very fine design. It moved through the streets like a sort of pearl-grey vision. The driver wore a livery to match, and the only thing that was not done over to be in keeping with the car was the loaf which the ovens turned out. People hurried to their front windows to see this creation of the carriage builder's art go by. Families that had bought their bread from one man for ten years, dropped him and bought tickets from the motor-bakery. Some said, "The bread will taste

(Concluded on page 18.)



This motor truck and trailer is in daily use in Toronto for transporting bottled water.